

**SURVEY OF PUBLIC OPINION**  
**MAINE FUTURE FOREST ECONOMY PROJECT**



**CURRENT CONDITIONS AND FACTORS INFLUENCING THE  
FUTURE OF MAINE'S FOREST PRODUCTS INDUSTRY**

**MARCH 2005**

**PREPARED FOR:**

**DEPARTMENT OF CONSERVATION – MAINE FOREST SERVICE  
AND  
MAINE TECHNOLOGY INSTITUTE**



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**RESULTS OF PUBLIC SURVEY  
STRATEGIC MARKETING SERVICES**



**REPORT TO**  
**INNOVATIVE NATURAL RESOURCES SOLUTIONS**  
**AND**  
**THE MAINE DEPARTMENT OF CONSERVATION**  
**SMS OMNIBUS POLL™**  
**PROPRIETARY QUESTIONS**  
**OCTOBER 2004**

**STRATEGIC MARKETING SERVICES**  
**PORTLAND, MAINE**



**FACTS ABOUT THE  
QUARTERLY STRATEGIC MARKETING SERVICES (SMS) OMNIBUS POLL™**

The most recent Strategic Marketing Services (SMS) Omnibus Poll™ was conducted between September 23<sup>rd</sup> and 27<sup>th</sup>, 2004. All interviews were completed at the SMS Interview Center by our in-house interview staff. This omnibus survey is the **thirtieth** in a series of ongoing quarterly omnibus surveys conducted by SMS since September 1996. **Since we have conducted this poll quarterly over the past eight years, we are in a unique position to provide reliable benchmarking on a range of important issues.**

A randomly selected, computer generated stratified statewide sample of 400 Maine adults was interviewed. The sample was stratified based on the U.S. Census of Population and Housing. The survey was administered to people who are registered voters and who identified themselves as 'likely' voters in the November, 2004 elections. **The sample size has statistical significance of ± 4.9 percent at the 95 percent confidence level.**

***It should be noted that figures may not always equal 100.0 percent due to rounding of decimals.***

SMS (formerly a division of Guy Gannett Publishing) is the quantitative and qualitative marketing research division of Pan Atlantic Consultants, Maine's largest independent marketing research and business consulting firm.



## FINDINGS

### Most Significant Benefit of Forest Products Industry in Maine

*Which of the following do you feel is the most significant benefit of the forest products industry in Maine? Which is the second most significant benefit? [Options were rotated]*

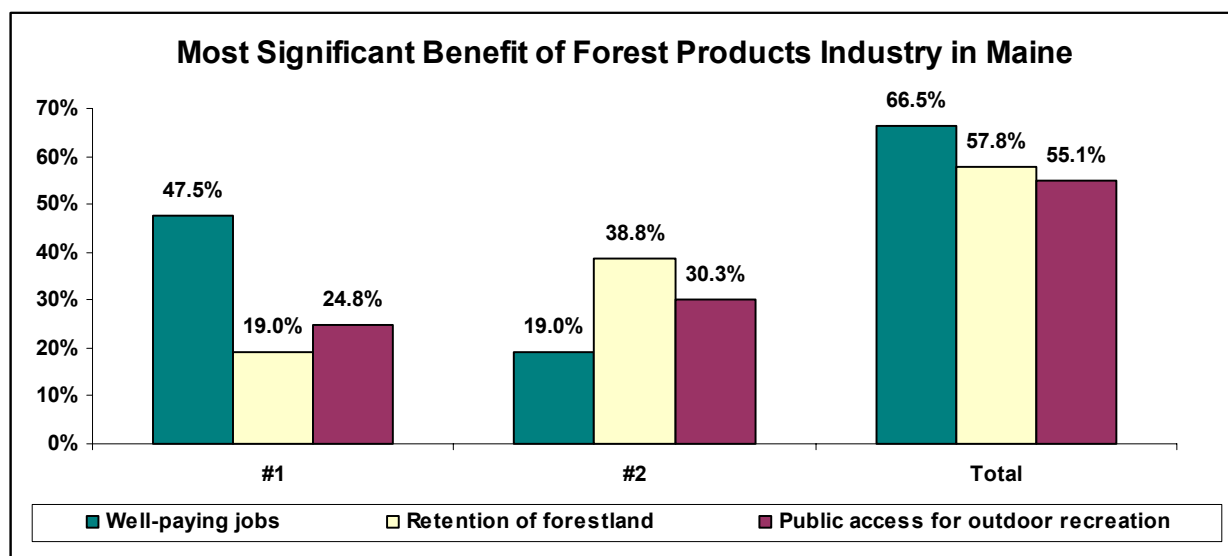
When asked what they feel is the most significant benefit of the forest products industry in Maine, 47.5% of respondents said “well-paying jobs”, followed by “providing public access for outdoor recreation” (24.8%) and “retention of large tracts of forestland” (19.0%). With regard to the second most significant benefit, 38.8% of respondents chose “retention of large tracts of forestland”, 30.3% said “providing public access for outdoor recreation”, and 19.0% said “well-paying jobs”. Overall, “well-paying jobs” was cited as the most significant benefit of the forest products industry in Maine (66.5%).

### Most Significant Benefit of Forest Products Industry in Maine:

(N=400)	#1 Benefit	#2 Benefit	Top Two Combined
Well-paying jobs	47.5%	19.0%	66.5%
Retention of large tracts of forestland	19.0%	38.8%	57.8%
Providing public access for outdoor recreation	24.8%	30.3%	55.1%
Don't know	8.8%	12.0%	N/A

Source: Strategic Marketing Services, Portland, Maine

**Figure 149. Most Significant Benefit of Forest Products Industry in Maine**



## FINDINGS

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### Health of Forest Products Industry in Maine

*How would you rate the health of the forest products industry in Maine using a scale from 1 to 5, where 1 represents a dying industry that will not have a significant influence on the future of the Maine economy and 5 represents a healthy industry that will grow in the future?*

A total of 20.3% of respondents rated the health of the forest products industry in Maine as “healthy” (4 [15.5%] and 5 [4.8%]) while a total of 32.0% rated it as “dying” (2 [20.0%] and 1 [12.0%]). Thirty-seven percent of respondents (37.0%) were “neutral” on this issue, and 10.8% were undecided. Overall, respondents rated the health of the forest products industry in Maine as slightly “dying” (mean = 2.79).

Residents of Northern Maine (40.0%) were more likely than residents of Southern (30.3%) or Central/Western (26.9%) Maine to rate the health of the forest products industry in Maine as “dying”.

### Health of Forest Products Industry in Maine:

(N=400)	September 2004
1 – Dying industry	12.0%
2	20.0%
3 – Neutral	37.0%
4	15.5%
5 – Health industry	4.8%
Don't know	10.8%
Mean response	2.79

Source: Strategic Marketing Services, Portland, Maine



## FINDINGS

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### **Forest Products Industry in Maine Economy**

***How important do you believe it is to maintain the forest products industry as a significant component of the Maine economy?***

A total of 92.6% of respondents think that maintaining the forest products industry as a significant component of the Maine economy is “very” (69.3%) or “somewhat” (23.3%) important. While 1.5% said that it is “neither important nor unimportant”, only 2.3% of respondents said that it is “not very” (1.5%) or “not at all” (0.8%) important. Overall, respondents feel that is very “very important” (mean response = 4.65).

### **Forest Products Industry in Maine Economy:**

<b>(N=400)</b>	<b>September 2004</b>
1 – Not important at all	0.8%
2 – Not very important	1.5%
3 – Neither important nor unimportant	1.5%
4 – Somewhat important	23.3%
5 – Very important	69.3%
Don't know	3.8%
Mean response	4.65

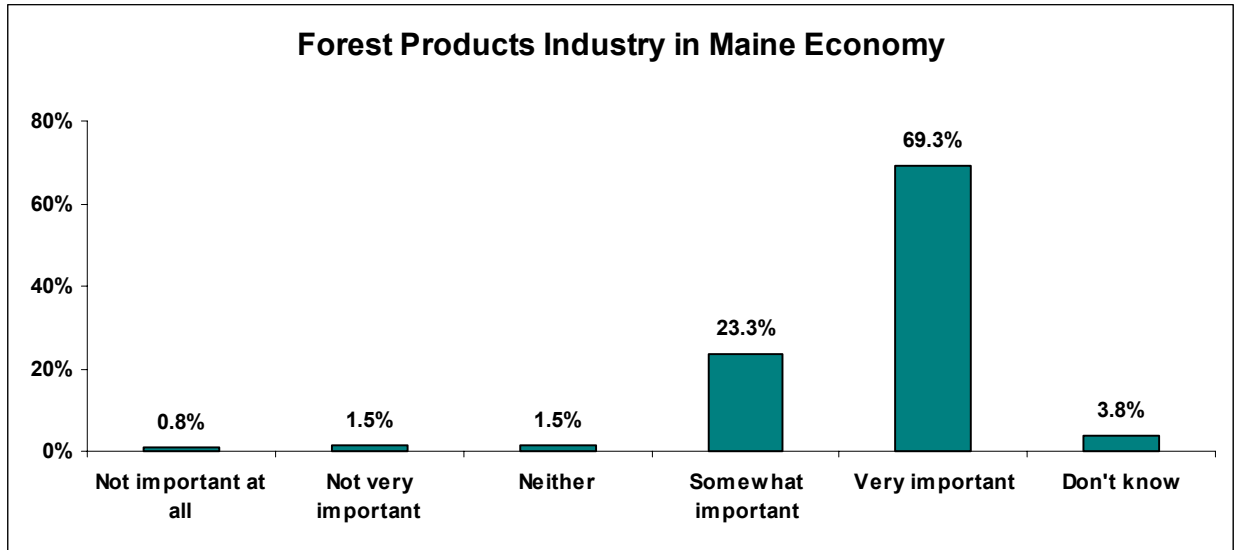
**Source: Strategic Marketing Services, Portland, Maine**



## FINDINGS

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**Figure 150. Importance of Forest Products Industry in Maine Economy**



## FINDINGS

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### **Change Tax Policy to be More Competitive**

*To what extent do you agree or disagree with the following statement:*

***Maine should change tax policy relating to the forest economy to make it more competitive with other states.***

A total of 64.0% of respondents either “somewhat” (34.5%) or “strongly” (29.5%) agree that Maine should change tax policy relating to the forest economy to make it more competitive with other states. While 8.3% of respondents “neither agree nor disagree” with this statement, only 13.5% either “somewhat” (9.5%) or “strongly” (4.0%) disagree with it. Fourteen percent of respondents (14.3%) were undecided. Overall, respondents agree with this statement (mean response = 3.89).

### **Change Tax Policy to be More Competitive:**

<b>(N=400)</b>	<b>September 2004</b>
1 – Strongly disagree	4.0%
2 – Somewhat disagree	9.5%
3 – Neither agree nor disagree	8.3%
4 – Somewhat agree	34.5%
5 – Strongly agree	29.5%
Don't know	14.3%
Mean response	3.89

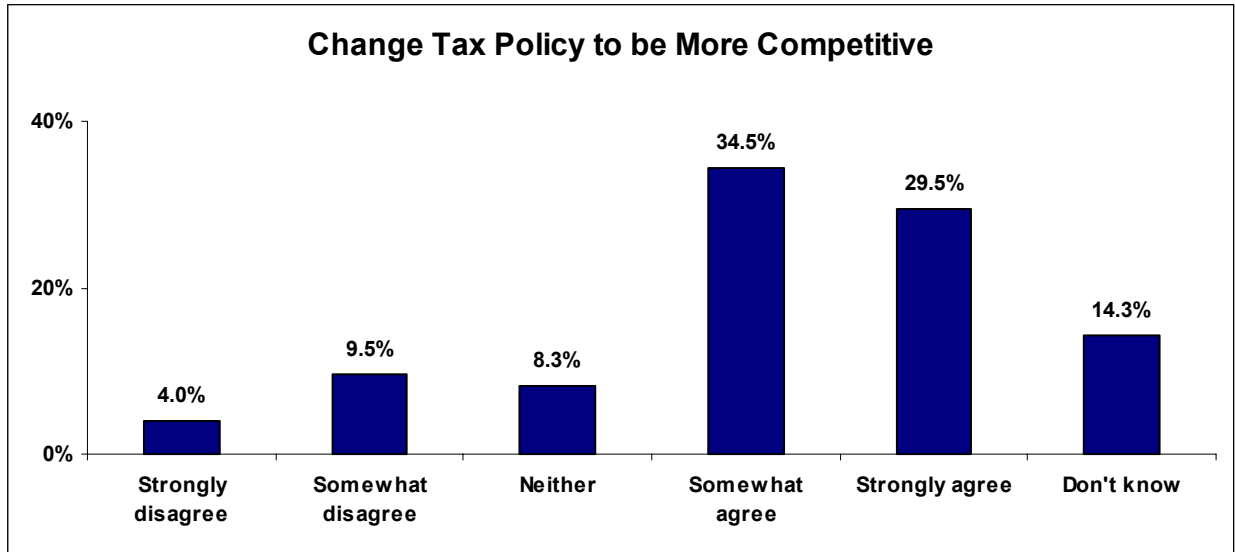
Source: Strategic Marketing Services, Portland, Maine



## FINDINGS

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**Figure 151. Support for Change to Tax Policy to Make Forest Industry More Competitive**



## FINDINGS

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### Invest in New Technologies

*To what extent do you agree or disagree with the following statement:*

***Maine forest product companies should invest in new technologies to remain competitive.***

A total of 82.6% of respondents either “somewhat” (35.8%) or “strongly” (46.8%) agree that Maine forest product companies should invest in new technologies to remain competitive. While 5.0% of respondents “neither agree nor disagree” with this statement, only 4.8% either “somewhat” (3.3%) or “strongly” (1.5%) disagree with it. Eight percent of respondents (7.8%) were undecided. Overall, respondents agree with this statement (mean response = 4.33).

### **Invest in New Technologies:**

<b>(N=400)</b>	<b>September 2004</b>
1 – Strongly disagree	1.5%
2 – Somewhat disagree	3.3%
3 – Neither agree nor disagree	5.0%
4 – Somewhat agree	35.8%
5 – Strongly agree	46.8%
Don't know	7.8%
Mean response	4.33

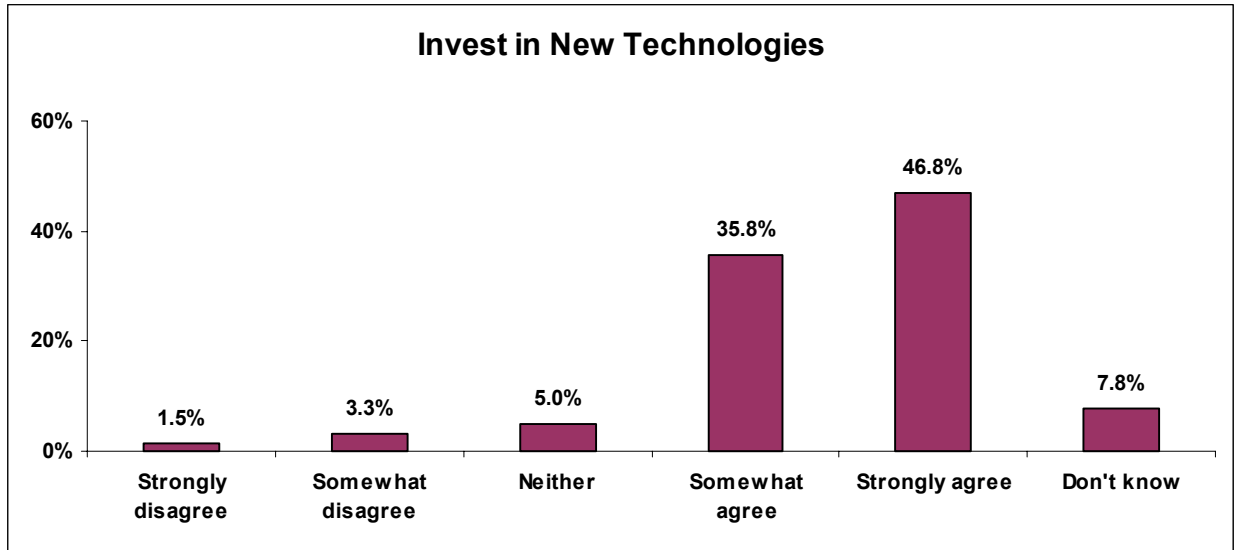
**Source: Strategic Marketing Services, Portland, Maine**



## FINDINGS

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**Figure 152. Support for Forest Industry Investment in New Technologies.**



## FINDINGS

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### **Invest Public Dollars to Improve Health of Forest Economy**

*To what extent do you agree or disagree with the following statement:*

***Maine should invest public dollars to improve the health of the forest economy.***

A total of 58.1% of respondents either “somewhat” (34.8%) or “strongly” (23.3%) agree that Maine should invest public dollars to improve the health of the forest economy. While 9.0% of respondents “neither agree nor disagree” with this statement, only 25.3% either “somewhat” (13.3%) or “strongly” (12.0%) disagree with it. Eight percent of respondents (7.8%) were undecided. Overall, respondents slightly agree with this statement (mean response = 3.48).

### **Invest Public Dollars to Improve Health of Forest Economy:**

<b>(N=400)</b>	<b>September 2004</b>
1 – Strongly disagree	12.0%
2 – Somewhat disagree	13.3%
3 – Neither agree nor disagree	9.0%
4 – Somewhat agree	34.8%
5 – Strongly agree	23.3%
Don't know	7.8%
Mean response	3.48

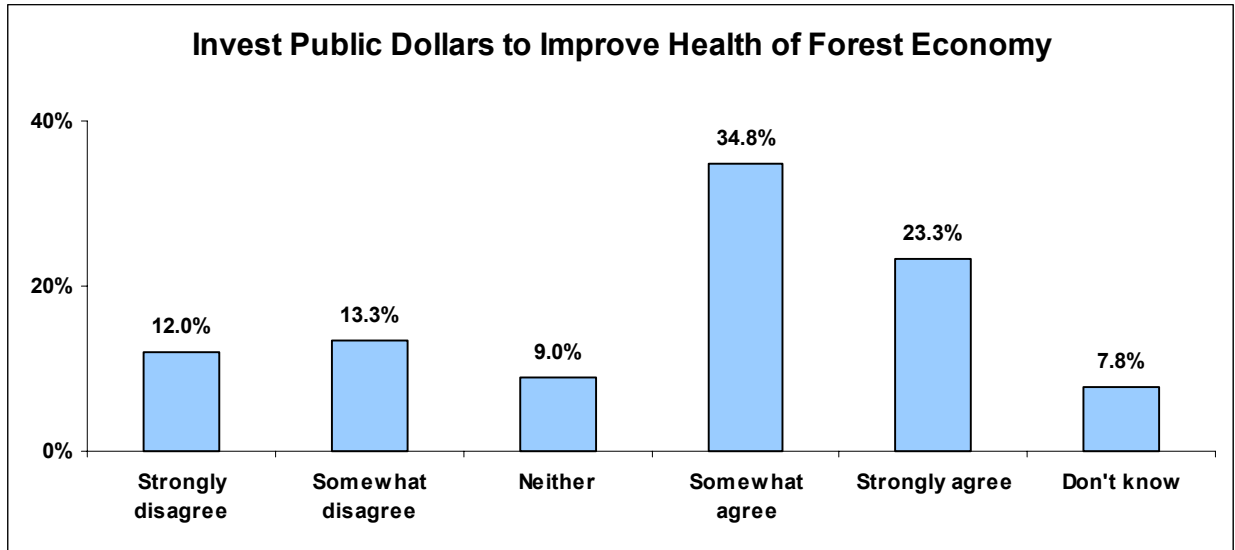
**Source: Strategic Marketing Services, Portland, Maine**



## FINDINGS

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**Figure 153. Support for Investment of Public Money to Support Maine Forest Industry.**

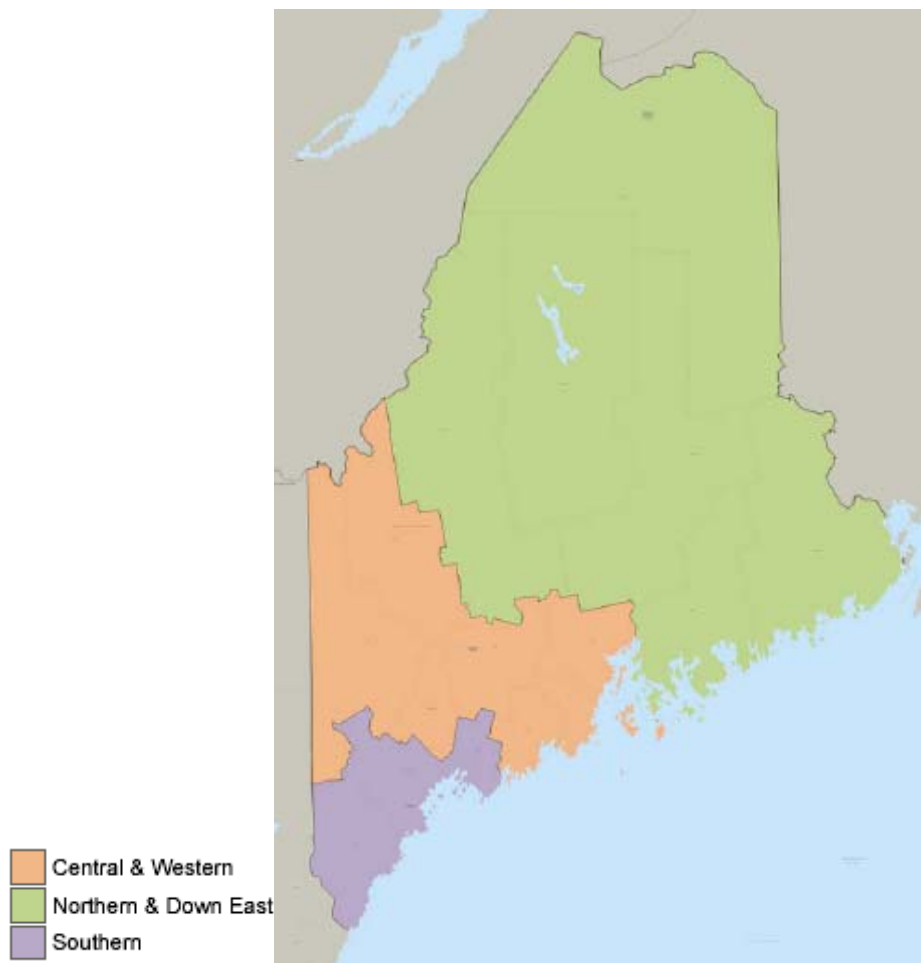


In addition to the authoring the survey report above, Strategic Marketing Services (SMS) provided Innovative Natural Resource Solutions detailed information on how survey participants responded based upon their geographic location in the state. INRS has taken this information from SMS and created the charts below.

The SMS poll groups respondents into three geographic regions:

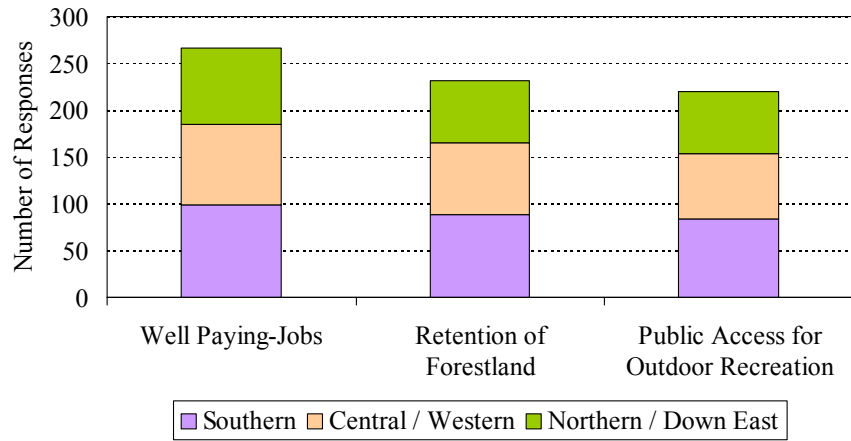
- **Southern Region:** Cumberland, York and Sagadahoc Counties;
- **Central & Western Region:** Androscoggin, Franklin, Kennebec, Knox, Lincoln, Oxford and Waldo Counties; and
- **Northern & Down East Region:** Aroostook, Hancock, Penobscot, Piscataquis, Somerset and Washington County

**Figure 154. Geographic Regions for SMS Survey of Public Attitudes**

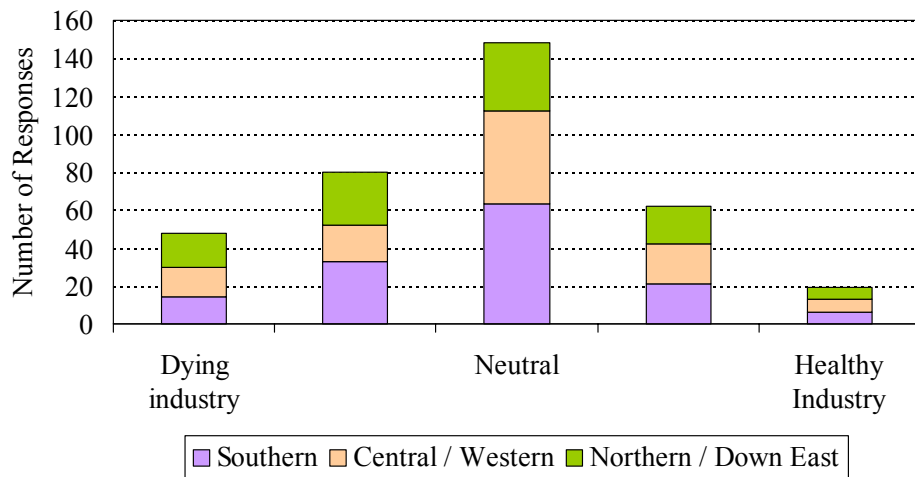


Interestingly, respondents had similar attitudes on all questions across the three geographic regions.

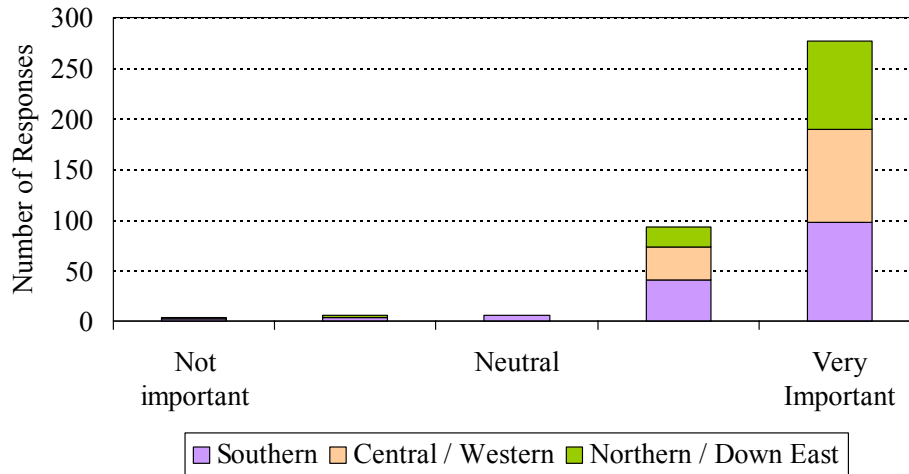
**Figure 155. Survey Response to Benefits of Forest Products Industry Question by Region**



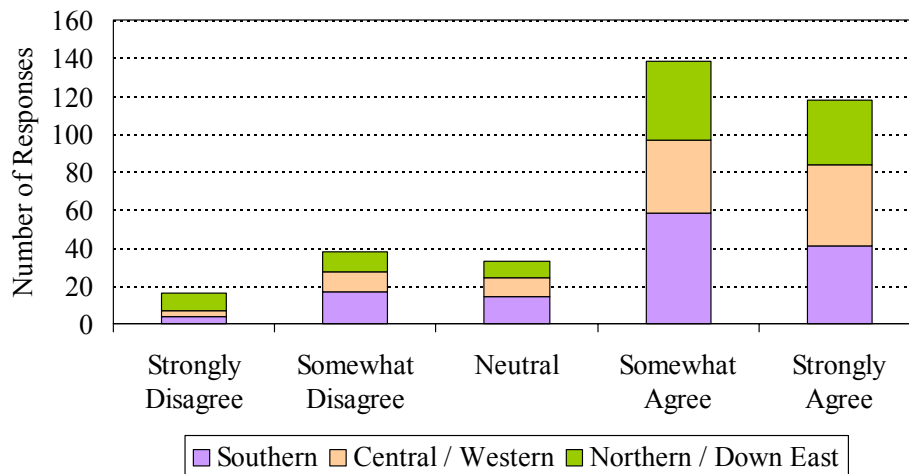
**Figure 156. Survey Response to Health of Forest Products Industry Question by Region**



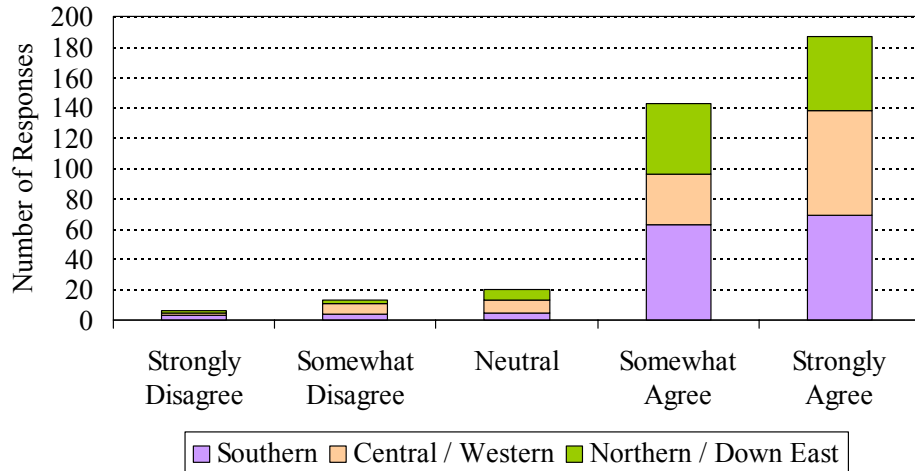
**Figure 157. Survey Response to Economic Importance of Forest Products Industry Question by Region**



**Figure 158. Survey Response to Change in Tax Policy Question by Region**



**Figure 159. Survey Response to Investment in New Technology Question by Region**



**Figure 160. Survey Response to Investment in Public Dollars Question by Region**

